IN THE CLAIMS:

Claims 1-4 (Cancelled)

5. (Previously presented) A method for producing a coated paper for web offset printing comprising the step of applying by a film transfer method, a coating color containing a pigment and an adhesive on a base paper at a coating weight per side of said paper, wherein the coating color comprises:

0.1 to 1.0 parts by weight of polyvinyl alcohol as an auxiliary, and

less than 2.0 parts by weight of a starch as an adhesive, wherein the amounts of the polyvinyl alcohol and starch are based on 100 parts by weight of the pigment, wherein the coating color is applied by a gate roll coater at a coating speed of 1100 m/min or more, the gate roll coater having an applicator roll, an inner roll and an outer roll, where the peripheral speed ratio of the inner roll and the outer roll to the applicator roll is 50-95%.

6. (Previously presented) The method for producing a coated paper for web offset printing according to claim 5, wherein said coating color includes 18 parts by weight or less of the adhesive per 100 parts by weight of the pigment.

7. (Previously presented) The method for producing a coated paper for web offset printing according to claim 5, comprising the coating color at a coating weight 7 g/m^2 or more on a side of said base paper.

Claim 8-18 (Cancelled)

19. (New) A method for producing a coated paper for web offset printing, the method comprising the steps of:

applying a coating color to a transfer paper by a film transfer method using a roll coater at a coating weight of at least 7 g/m^2, the coating color comprising:

an adhesive in an amount of about 5-50 parts by weight;

an auxiliary consisting essentially of polyvinyl alcohol in an amount of 0.1 to 1.0 parts by weight; and

a starch in an amount of 2.0 parts by weight or less, wherein the parts by weight are based on 100 parts by weight of the pigment.

20. (New) The method of claim 19, wherein the total amount of the adhesive is 18 parts by weight or less based on 100 parts by weight of the pigment.

21. (New) The method of claim 20, wherein the starch is included as an adhesive.

22. (New) The method of claim 19, wherein the adhesive is selected from the group consisting of styrene-butadiene copolymers, styrene-acrylic copolymers, ethylene-vinyl acetate copolymers, butadiene-methyl methacrylate copolymers, vinyl acetate-butyl acrylate copolymers, maleic anhydride copolymers, acrylic-methyl methacrylate copolymers, oxidized starches, cationic starches, urea phosphate-esterified starches, etherified starches, hydroxyethyl starches, dextrin, carboxymethylcellulose, hydroxymethylcellulose and hydroxyethylcellulose.

23. (New) The method of claim 19, wherein the color coating has a solids content of 40-70 % by weight.

24. (New) The method of claim 19, wherein the transfer roll coater has an inner roll, an outer roll and an applicator roll, where the peripheral speed of the inner roll and the outer roll to the applicator roll is 50-95%, and where the color coating is applied at a coating speed of at least 1000 m/min substantially without misting or boiling.